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fortunate, as, for example, Chapter 9, Chapter 10, and Chapter 11 in Part Two, each of which has a title "Workmen's Compensation Legislation in the United States and Territories."

In some cases the tables supplied are not legible and in a few cases there seems to have been careless proof reading. This, however, is a question of printing, rather than of the material, a minor defect which in no sense seriously weakens the general excellence of the book. The material, as a whole, is a very valuable addition to the sparse literature on insurance, and Mr. Blanchard is to be commended for making accessible in this field of insurance such an excellent, concise discussion of the subject.

W. F. GEPHART.

Washington University.

MERCHANDISING: WHOLESALE AND RETAIL

HOTCHKIN, W. R. *Making More Money in Storekeeping*. Pp. xix, 364. Price, \$3.00. New York: The Ronald Press Company, 1917.

This book lives up to the implication in its title: to help the storekeeper make more money. It is not a text on retail merchandising, but rather a series of inspirational editorials on nearly all phases of the business-getting side of modern storekeeping. The work is designed principally for the retail merchant and his employes, and it is especially helpful to the owners and employes of embryonic department stores. While not scientific in method, it is a book that would induce the retail merchant to make a scientific study of his business. It leads him to ask himself important questions about his business. For example: "Who doesn't buy in your store?" "What trade do you want?" "Do your people (meaning employes) believe in your store?" "What unprofitable departments can you kill?" Such questions are the titles of many chapters, the contents of which stimulate the merchant into an active desire for the solution of the problems the questions designate.

Although nearly all of the book is primarily inspirational both in material and in style of expression, there is a great deal of specifically instructive matter, especially in the parts on advertising and on the training of salespeople. In fact, throughout the book the author's long experience as advertising manager for John Wanamaker, New York, is evident in the wealth of concrete matter he presents.

The policies and methods advanced are all in accordance with the best of modern practice in retailing. The material, however, could have been stated more scientifically and in much smaller space, although that treatment would probably have robbed the book of its power to stimulate, which is its prime purpose.

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STATISTICS

COPELAND, MELVIN T. *Business Statistics*. Pp. xii, 696. Price, \$3.75. Cambridge: Harvard University Press, 1917.

Professor Copeland's volume is undoubtedly a step toward meeting a need which has long existed for some discussion of the application of statistical methods

to the practical conduct of business. These methods have come to be quite generally applied in the management of all large corporations within recent years and the necessity for some available description of such applications, especially in colleges of business administration, has been apparent.

No criticism can be made of the arrangement of the selections included. There is an exposition of some fundamental statistical principles which are necessary as a basis for subsequent discussions, followed by a number of articles on the uses of statistics in advertising, retailing, cost accounting, factory administration and business organization. Great care and attention evidently has been given to the judicious selection of articles, the reason for the appearance of most of these being apparent. Some objection may be made, however, to articles dealing with costs, not on the ground of their usefulness but for the reason that this has usually been considered a field preëmpted by accountants. Thus Bowley draws a distinction between statistics and accounting on the ground of the relative exactness of the figures. While we may not agree with the correctness of this reasoning we may still recognize that beyond a certain point in this direction the statistician becomes an accountant. On the other hand statistical training is highly valuable to the accountant.

Among the contents special mention may be made of the very excellent introductions to the various portions of the volume by the editor and also of the valuable and interesting articles by Messrs. Watkins, Mitchell, Copeland, Gantt and Alexander. The relative appeal of the articles dealing with special fields of course will depend somewhat on the direction of one's interest. Taken as a whole this volume will be gratefully received by many who will find good use for it as supplementary reading in courses on statistics and by business men to whom it will afford suggestions as to practical applications of statistics in their daily work.

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TRANSPORTATION

MACGILL, CAROLINE E. (prepared by: under the direction of B. H. MEYER). *History of Transportation in the United States before 1860*. Pp. xi, 678. Price, \$6.00. Washington: Carnegie Institution of Washington, 1917.

This is the fourth study to be printed in the coöperative economic history of the United States, planned and financed by the Carnegie Institution of Washington, the three which have preceded this one dealing with the subjects of commerce, manufactures, and labor. It covers the subject of road, water (canal and river), and railroad transportation from the beginning of our national period to 1860. The colonial period is practically dismissed with a single sentence: "Prior to the Revolution inter-colonial commerce was inconsiderable, and inter-colonial trade routes, where they existed, were entirely inadequate."

A great deal of preliminary work had been done on the subject of this volume by a number of collaborators, in the preparation of special studies, and these have been used freely in the writing of the completed narrative by Miss MacGill. In spite of the skill with which she has used this material and her own contributions in filling in gaps, the work is rather uneven both in fullness and merit. The sec-